

New Fashions, New Weaves and New Shades In Men's Fall & Winter Suits



Large Assortment
of Fancy
Vests

THERE'S an air of distinction and individuality about the clothes that are being shown this season at the "POPULAR." They exactly meet every fashion requirement and the weaves and colorings are the newest and best. They are the kind that men of advanced ideas want.

**Hart Schaffner & Marx, Rogers
Peet "Fitform" and "High
School" Clothes**

Can be bought in El Paso only at this store. There are no better clothes than these at any price. Visit our store and see the new Fall and Winter models—you are welcome at any time. You will find suits that you like priced at \$12.50 to \$40.

See Our Special Suits at \$15

See Our Special Suits at \$25

The Popular
DRY GOODS CO. INC.

All the Newest
Styles in Men's
Fall Hats

PRESBYTERIANS TO MEET IN TUCUMCARI

Annual Assembly to Open Thursday—Public Schools to Furnish Gymnasium for High School.

Your Stomach Bad?

JUST TRY ONE DOSE of
Mayr's Wonderful Stomach
Remedy and Be Con-
vinced That You Can Be
Restored to Health.



You are not asked to take Mayr's Wonderful Stomach Remedy for weeks and months before you receive any benefit—one dose is usually enough to convince the most skeptical sufferer of Stomach Ailments that this great remedy should restore anyone so afflicted to good health. Mayr's Wonderful Stomach Remedy has been taken by many thousands of people throughout the land. It has brought health and happiness to sufferers who had despaired of ever being restored and who now proclaim it a Wonderful Remedy and are urging others who may be suffering with Stomach, Liver and Intestinal Ailments to try it. Mind you, Mayr's Wonderful Stomach Remedy is so different than most medicines that are put on the market for the various stomach ailments—it is really in a class by itself, and one dose will do more to convince the most skeptical sufferer than tons of other medicines. Results from one dose will amaze and the benefits are entirely natural, as it acts on the source and foundation of these ailments, removing the poisonous catarrh and bile secretions, and allaying the underlying chronic inflammation in the alimentary and intestinal tract, rendering the same antiseptic. Just try one dose of Mayr's Wonderful Stomach Remedy—put it to a test today—you will be overjoyed at your quick recovery and will highly praise it as thousands of others are constantly doing. Send for booklet on Stomach Ailments to Geo. H. Mayr, Mfg. Chemist, 154-156 Whiting St., Chicago, Ill. For sale in El Paso by Potter Drug Co., and druggists everywhere.—Advertisement.

BRYAN DRINKS TOAST, BUT IT IS WITH WATER

Washington, D. C., Sept. 24.—A toast to president Wilson, president Poincaré and the traditional friendship between France and the United States was drunk in water by secretary Bryan and the French commission here to select a site at the Panama-Pacific fair.

NEW MEXICO PIONEER DIES AT ALBUQUERQUE

Albuquerque, N. M., Sept. 24.—Col. Perfecto Armijo, a freighter in the early days on the Santa Fe trail, operating between Leavenworth, Kansas City, Chihuahua and Tucson, and who served two terms as sheriff of Bernalillo county, died here last night, aged 68 years. He was a member of one of the oldest Spanish families in New Mexico and traced his ancestors back to the conquistadores.

COURTEOUS AND EFFICIENT
SERVICE AT ALL TIMES FOR
THE SMALL AS WELL AS THE
LARGE DEPOSITOR

**RIO GRANDE VALLEY
BANK & TRUST Co**
Corner Mesa Ave. & Texas St.

ORIENT- INDIA CRUISE

THROUGH the Medi-
terranean,
Suez Canal,
Red Sea and Indian Ocean
to Bombay and Colombo,
including sidetrips through
India, The Holy Land and
Egypt, stopping at interest-
ing points in Europe, Asia
and Africa, by the

**S. S. CLEVELAND (17,000
Tons)**
From New York, January 15, 1914
93 Days—\$700 and up
Including shore excursions and all necessary expenses.

Also cruises to West India, Panama Canal, Around the World, through the Panama Canal, and IMPERATOR Mediterranean trips.

Send for booklet, stating cruise.

HAMBURG-AMERICAN LINE

302 Olive St., St. Louis, Mo.
Or local agents.

BRYAN OBJECTS TO DETAILING EXPENSES

Admits He Is Adding Students in Asia, But Thinks Public Should Not Ask Too Much Information.

Washington, D. C., Sept. 24.—Secretary Bryan says he doesn't mind discussing his resources of income, but he thinks it is going a little too far asking him to make public a detailed account of his private expenses. A speech by senator Martine defending the secretary's Chautauque lecturing, in which the senator said Mr. Bryan was supporting mission students in Japan, brought many inquiries.

The secretary issued this statement: "We are not educating any boys in Japan. A Japanese student lived with us for about five years, but returned to Japan in 1904. Senator Martine's remarks probably refer to students whom we have assisted in other parts of Asia, but I do not consider it necessary to discuss the matter. I have discussed the resources of my income, but I am not yet convinced that the public requires me to discuss each contribution which I see fit to make to a worthy cause."

"I may add that I answer these questions with reluctance and with the feeling that newspapers and those who ask questions through them ask more as a matter of curiosity than a wish to know my private affairs."

Attention. Young Men! Young Women.

Do you desire a position in the classified civil service? Postoffice clerks, letter carriers, railway mail clerks, etc., in demand; ages 18 to 45; salary \$15 to \$150 monthly. Hundreds of appointments to fill vacancies, extension of service and parole post. Mr. H. L. Carl will be at Paso del Norte hotel, in El Paso, on Wednesday, October 1, inquiring for young men and women who desire to qualify for one of these appointments. He will be there one day only, until 9 a. m. Those interested should call and see him without fail. Minors to be accompanied by parents.—Advertisement.

THE CLASSY AUDITORIUM, A CLASSY RINK FOR CLASSY PEOPLE. EVERYTHING CONDUCTED IN FIRST CLASS MANNER.—Advertisement.

PHONE LONGWELL'S FOR TAXI.—Advertisement.

--And After The Leading Style Display A Challenging Array of Opening Week Specials At Exceptionally Low Prices

THOSE who during the Autumn Exhibit viewed the windows at this store, and, particularly those who took the trouble to come inside and see the wonderfully beautiful display of suits and gowns, wraps and hats, dress goods, silks, trimmings and other accessories, will be the first to agree that as an accurate depiction of Fashion's latest fancies, our displays during the Fashion Show led the city. And now we turn to a field where our leadership is equally conceded—to that of values. And in this advertisement are offered those which cannot fail to make an immediate and lasting impression on you.

New Suits--Incomparable Values

Opening Week Specials \$15, \$25 and \$35

CLEVER in cut and design, distinctive in trimming effect, rich in materials and colors, Cutaway Coats, short in front and sloping lines in the back or with suggestions of the Empire and blouse effects. New features are noted in trimmings, collars and revers, new arrangements of braids, buttons and velvet. The materials are both plain and rough weaves, boucles, Berford cords, broches, diagonals, serges, chevots and the new peau de peche and Duvetyn cloth, in plain colors and two-toned effects. We have all sizes—women's, misses' and juniors' and a large assortment for stout women.

(Third Floor.)

Captivating Styles in Silk Dresses

For All Occasions at \$15, \$25 and \$35

THERE is a delightful surprise in store for every woman who comes to see the new Fall Silk Dresses at this store. Never since one can remember has there been so much captivating beauty and originality. The most striking feature of the new styles is the charming INDIVIDUALITY that sparkles in every line and curve of the new Silk Dresses—in the graceful draped effects and blouse waists of Oriental inspiration; in the snappy trimmings, such as vestes, sashes and dainty collars of various sorts; in the rich, exquisite materials—luxurious Crepe Meteor, Canton Crepe, Crepe de Chine, Crinkled Egyptian Crepe, Charmeuse, Brocades, Chiffon, Nets, Laces, etc. Here are the latest shades—Tango, Indian Red, Chartreuse, Russian Green, Sarcello, Peacock, Wistaria, Tete de Negre, Atlantic Blue, Damson, Terra Cotta—as well as Black, Navy, Brown and Taupe.

(Third Floor.)

Opening Specials In New Fall Coats

At \$15, \$25 and \$35

THESE Coats are in many novel effects. They include long and three-quarter models with butterfly sleeves and belted effects. There are also coats of mannish tendencies for street and auto wear. The materials include Velour de Laine, Chin-chilla, Brocade Velour, Pressed Velour, Sealtex, Boucle, Chevots, Bayadere, Duvetyn—many of them are handsomely embellished with fur collars. Also the misses and junior "Sports" Coat in the stunning belted models with patch pockets, in many new shades which are very popular for the school girl. Irresistibly charming. Opening Week Specials at \$15, \$25 and \$35

(Third Floor.)

For the School Girl-- Middy Blouses, Opening Week Special 95c

WE have just received a large shipment of the 1913-14 styles in Middy Blouses, with colored and striped collars, cuffs and pockets. Also some all-white Middys. These are the celebrated Mendel's make and are the highest-class garments made in our line. The perfect sewing, neatness of style, and correct fit of these garments have been approved and appreciated by satisfied purchasers everywhere. The materials are absolutely fast color and will positively retain the original shade. Made under strictly sanitary conditions and not in dark, crowded sweatshops. Matchless at 95c

(Third Floor.)

Paris Styles--But Not in the French Capital Are There Such Fine Shadow Lace Blouses at \$2.95

THE statement is made with the fact in mind that the Blouses one finds in Paris are also machine-made—but not quite so carefully and daintily as are these "POPULAR" reproductions. Quite a remarkable fact, is it not? The Accordion Pleated White Lace Blouse over flesh-color silk is a gem of simplicity. The Shadow Lace Blouse, that is lined with net and has dainty tracings of color at the edge of the pleatings, is unique. The Lace Blouse with under trimmings of wide ribbon in a dainty confection. Clever, best describes the shadow lace Blouse with long undersleeves of net.

(Third Floor.)

Children's Dresses Coats and Sweaters Opening Week Specials--Second Floor

GIRL'S SWEATERS—Just the thing for these cool mornings and evenings. Infants', children's and misses' sizes, in red, white and grey; all wool quality. Extra special for Thursday at, each 98c

WOOL DRESSES AT \$5.00—One is a pretty navy blue serge in Balkan style, having box pleated front and finished with tan ratine collar and cuffs.

Another dark red serge, fastened down left side, in Mary Jane style, and finished with fancy cord loops and crocheted rings. Best values ever offered at \$5.00

GIRLS' WASHABLE DRESSES—Made of good quality gingham and percales in stripes, plaids, dots, rings, etc. pretty yoke effects; some of embroidery, others fancy braided yokes and collars. Excellent styles for school wear. Sizes 2 to 14 years. Specially priced at \$2.45 and \$1.95

GIRLS' COATS AT \$5.00—A large line including serges, chevots, chinchillas, boucles and corduroys, in a fine variety of colors and styles suitable for girls of 2 to 14 years of age. Excellent values at \$5.00

The "Popular" For Correct Footwear Bear This in Mind When Ready to Purchase

WHEN making your purchases of New Fall footwear, bear in mind the "Popular's" Women's Shoe Department. Remember our shoe department is in keeping with the balance of our stocks. Everything new and up-to-date in stylish footwear. We employ competent salesmen to fit your feet.

AT \$4.00—Among the newest arrivals is a Patent Leather Pump with the new Louis Cuban heel and black jet ornament.

This turn sole is a stylish pump for evening or afternoon wear; a pair \$4.00

AT \$5.00—We have just received our new fall line of Wright & Peters' Fashionable Footwear for Women. The Wright & Peters' Shoes for Women are

considered the best \$5.00 and \$6.00 shoes on the market. We show them in all styles and leathers. Among them is a black satin button Shoe; welt sole; made on the new Nordica last. A very dressy style; a pair \$5.00

EVENING SLIPPERS—See our new line of Evening Slippers in all the desired shades including Nell Rose and Vanderbilt Blue; a pair \$3.50 to \$5.00



Demonstration of "Gossard
Lace Front" Corsets by Miss
Tinch of Chicago,
now in Progress
3rd Floor

See Our Window
Displays on Mesa
Ave. and San
Antonio St.

The Popular
DRY GOODS CO. INC.

Before You Marry

You ought to buy as much life insurance as you can afford. The girl you love may not ask you to do this—it's a delicate question for her to suggest; but when you tell her you've done it for her sake—watch her smile! What's that? You're already married? Good! Then here's your slogan:—The longer I wait, the higher my rate; I'll buy that insurance before it's too late.

But—for your own sake—Choose carefully! There's a vast difference in companies. Don't just buy any kind of insurance. Get the best. An annual dividend policy in the Union Central Life, of Cincinnati. The kind that costs less as you grow older. It may seem a paradox; but the best is also the cheapest! The Union Central holds the world's record for highest interest earnings on its investments and lowest net cost to policy holders. Biggest company in Texas—too, and has more money invested in the State than any other. An inquiry won't obligate you.

"Talk With Tyndall"

217 American Bank, El Paso. Phone 4570. (Night Call, 3473).